PHILIP MORRIS U.S.A. INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution **DATE:** January 25, 1988

FROM: Susan Jannetta

SUBJECT: Merit Ultra Lights Box National Introduction Elements Memo - Revision #4

Since my memo of January 21, Elan's test program in Sacramento and Atlanta has been postponed by one month. Therefore it will not be necessary to move the Merit Ultra Lights Box supplemental displays to an earlier period in those two markets.

However, Alpine will be going into test in Little Rock and Pittsburgh on April 25th. In order to avoid conflicting with Alpine's promotions, the Merit Ultra Lights 2 for 1's will move upt to weeks 1-4 (3/28-4/22) in those two markets. The program will stay in weeks 6-9 in all remaining markets.

Please call with any questions.

SJ/lb

Susan

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